

IOWA'S CREATIVE SECTOR: Finding Our Way Forward



Dear colleagues and friends,

As Iowa's creative sector adjusts and adapts to the longer-than-expected pandemic, we've been inspired by artists, arts & cultural organizations and creative entrepreneurs across the state. While our lives and livelihoods have been disrupted, so many are finding new ways to forge ahead.

Through it all, please remember: The Iowa Department of Cultural Affairs is here to help. In addition to awarding more than [\\$1.1 million in emergency grants](#) and an additional [\\$2 million in annual cultural grants](#) for Iowa art, film and history, the department convened a statewide task force to gather and share strategies to help Iowa's cultural leaders navigate these uncertain times – smarter, stronger and connected.

We're also hosting the virtual [Iowa Arts Summit](#) next Friday, Aug. 7, and I hope you'll join us. The program is designed to help artists, arts educators and community leaders rise to the challenges of 2020.

Our staff is working every day to help your efforts, so please don't hesitate to [contact us](#) for help.

We are here to encourage you to share your stories, stay connected and keep up the good work.

Chris Kramer

Director, Iowa Department of Cultural Affairs



Programming During a Pandemic

During the virtual [Iowa Arts Summit](#) on Aug. 7, **Jay Dick** from Americans for the Arts will lead a special two-part session called "Programming During a Pandemic: How the Performing Arts are Adapting and Innovating During Covid-19." He is one of several national leaders who will share insights to help Iowans use the arts to strengthen their communities – for everyone – even during challenging times. Summit registration is just \$15 in advance and \$20 on the day of the event.

[REGISTER TODAY](#)

Three Big Wins

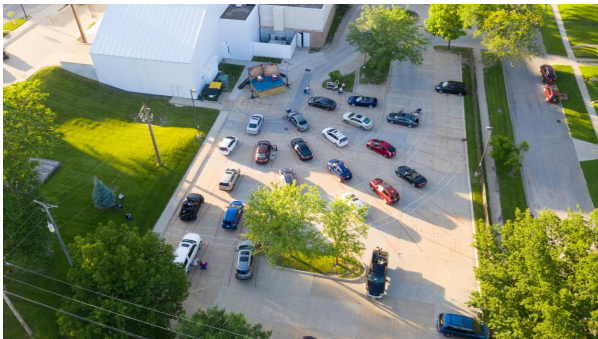
When times are tough, Iowans get creative. For example . . .



- [The American Midwest Ballet](#) recently hosted a virtual Day of Dance with classes, activities and a tour of the company's headquarters at the Hoff Family Arts & Culture Center in Council Bluffs.
- [The Des Moines Playhouse](#) (pictured) offers live theatre drive-in shows through Aug. 15.
- [The Englert Theatre](#) in Iowa City produced a video miniseries in lieu of its annual Mission Creek Festival and moved its popular Acting Out! summer camp online.

If you've figured out how to offer cultural programs during the pandemic – or you know an organization that has – please let us know. We'd love to share some inspiring examples.

CONTACT US



Open – Safely – For Business

While some cultural organizations are still closed, many are reopening with extra protocols in place to keep visitors, volunteers and staff safe and healthy. If you're open, here are a few simple tips to let people know:

- Post a welcome sign at your entrance.
- Update the visiting hours on your website and Facebook page.
- Contact local media, tourism offices and neighboring hotels to remind them you're open for business.
- Create staycation messaging in collaboration with your local tourism partners, other cultural destinations, outdoor recreation, retail shops, hotels and restaurants.

